



DONGHUA

CHAINtorque

Donghua Limited : Corporate Newsletter

LAUNCHING NEW ATTACHMENT CHAIN PRODUCTION

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Donghua is exhibiting at the Drives & Controls Show at the NEC in Birmingham,

17-19 April. We shall be talking to both designers & OEMs and, as we don't sell direct to end user companies, representing our growing UK distribution network of Product Partners and Dealers.

At the Drives & Controls Show we are launching our new Attachment Chain Production facilities which we have set up at our UK distribution centre in Wolverhampton, West Midlands. These new facilities will enable us to directly fulfil UK attachment chain requirements which are primarily used by the packaging machinery and food processing sectors.

Bob Wellsbury, managing director, explains: "We already stock common builds of attachment chain, but we've developed our workshop so we can produce bespoke attachment chains to order. Using our own in-house jigs and tooling we now have the capability in



Wolverhampton to produce special attachments."

Donghua produces standard attachment chain with K1, K2, M1, M2 and extended pin attachments in European/British Standards (from 05B to 32B) and ANSI (from 35 to 100) and extended pitch chain in European/British Standards (from 208B to 220B and from ANSI 2040 to 2080) in a variety of finishes including nickel-plated, stainless steel, Dacromet and self-lube.

Bob added "We believe we're fulfilling a significant customer requirement because unlike Donghua, no-one carries the full range of attachment chain, especially in both British and American standards."

To find out more about our Attachment Chain Production join us at Drives & Controls Show at the NEC or visit: www.donghua.co.uk/attachment-chain/



Bob Wellsbury
Managing Director, Donghua Limited

The first quarter of 2012 has been non-stop for Donghua. With significant developments both in China and in the UK, it's a very exciting time for us.

We continue to grow the UK business year on year, with a continual stream of new dealers keen to stock the range of Donghua chain coming on board.

We're delighted that a number of well-known, blue-chip companies have purchased Donghua chain through our dealers which demonstrates that more businesses are recognising the value and quality of our chain.

Read on to find out more...



Bob

VISIT US ON STAND E4 IN THE EPTDA PAVILION IN HALL 3

We only have one standard. The Best.

Donghua's growing
national network of UK
distributors share their
success stories...

SPOTLIGHT ON : Product Partner Activity



One of Donghua's leading Product Partners, Chain + Conveyor, has signed a two year call off contract to provide over 75,000 feet of conveyor chain and sprockets, which includes Donghua chain, to Frederick Crowther & Son.

Frederick Crowther & Son is part of the Cromar Group of Companies which also includes Cromar Metal Products.

Based in Halifax,



they are an established, family run business and the UK's leading supplier of swarf management solutions for machine tool applications - offering a complete design, manufacture, installation & after sales service.

Damian Swindells, sales and marketing director at Chain + Conveyor explained: "We have been providing conveyor chain and sprockets to Frederick Crowther & Sons for over a decade and since becoming a Donghua Product Partner in 2010, we've been working very closely with Donghua to promote their range of conveyor chain to both our existing and new customers."

He added: "Ben and Mark Crowther (managing & operations directors) have taken a long term view to ensure a quality conveyor chain whilst also securing consistent supply and competitive pricing; part of the reason they are growing their business even in these challenging times."

Ben and Mark Crowther, grandsons of the company's founder, said: "Under the guidance of Chain + Conveyor, we undertook a careful technical and commercial evaluation of the conveyor chain products available. After full consideration we've decided to utilise Donghua's conveyor chain within our business."

Cheshire based Chain + Conveyor is the largest stockist of conveyor chain and sprockets in the UK, holding over 250,000 feet of chain ex stock. Clients include every major car plant in the UK and leading companies in the grain and milling, water treatment, food processing, packaging, recycling, machine tool and ceramic sectors.

Donghua's high performance conveyor chain has been developed with built-in features

19-21 June
Hillhead Quarry
Buxton, UK



STAND P10
Main Pavilion

Donghua are supporting Chain + Conveyor at Hillhead Aggregates | Recycling | Construction

For more information visit: www.hillhead.com

to significantly increase their ultimate tensile strength by up to 90%.

For more information visit:
www.donghua.co.uk/conveyor-chain/
or come along and talk to us at Hillhead 2012; where we will be supporting Chain + Conveyor on their stand in the Main Pavilion.

NEXT ISSUE:

Find out why Donghua's 216B Double Pitch Chain is the perfect solution for TCE Transmission & Greencore Group.

what's on the web

Further developments are planned for the Donghua company website in the coming months. We are developing our interactive Product Partner Location Map which currently lists our Product Partners so it will display all our Dealers across the UK. This will be a searchable map and will help end-users more easily locate a dealer who stocks Donghua chain.

Our website attracts over 20,000 page views so it's important that if you stock Donghua chain you get in touch to ensure we add your details to the map and link through to your own website. And if you don't stock Donghua chain? Then give us a call on 01902 866200 to talk about joining the growing Donghua team of dealers!

We're also creating some new sector focussed pages that will demonstrate the applications where Donghua chain is used. This will help customers identify the Donghua chain that best suits their technical requirements.

Check out our website at: www.donghua.co.uk

We only have one standard. The Best.

news & events

INCREASED MANUFACTURING CAPACITY IN CHINA IMPROVES DELIVERY TO THE UK...

Due to the success in the agricultural and conveyor chain markets, our parent company in China are building two brand new manufacturing facilities enabling us to produce an additional 3 million metres of chain per year.

This increased capacity not only allows us to fulfil rising demand but also means we can improve the delivery of our chain to the UK even further - helping firmly establish Donghua as the leading chain distributor in the UK.

"Great news for the UK"

With the new facilities the manufacturing site at our headquarters in China now covers a massive 3,000,000 sq feet



For further details on the latest developments at Donghua contact
Bob Wellsbury on:
01902 866200



DONGHUA



CHAINTEC: DRIVING THE MESSAGE HOME

When it comes to savvy advertising Chaintec, the UK's leading supplier of Leaf Chain, have got it covered.

Their team of mobile engineers service the whole of the UK and adding the Donghua Approved Product Partner Logo to their vehicle livery has helped drive demand for Donghua's High Quality Chain products...literally!

Download your Approved Product Partner Logo at: www.donghua.co.uk/product-partners-log-in

SECURITY OF CUSTOMER INFORMATION

In February, Donghua was awarded ISO 27001 certification which is awarded to companies who have a proven information security management system (ISMS).

Lesley Abbey, sales office manager, explained: "This is a really important certification for us because it demonstrates to existing and potential customers that Donghua is 'the best in class' because we have security controls and risk management practices in place to manage the security of our customer's information." She added: "This certification is particularly relevant to sectors where management of confidential or sensitive information is paramount."

The standard requires the examination of information security risks, implementation of comprehensive information security controls and risk management practices, and regular reviews that the information security controls continue to meet a company's needs.



DIARY DATES

JUNE 2012

• 19 - 21 June

Donghua has booked a joint stand with Product Partner, Chain + Conveyor, at Hillhead 2012.

Over 15,000 visitors are expected to attend the event.

Join us on Stand: P10 in the Main Pavilion

Register for tickets now at: www.hillhead.com

MARCH 2013

• 19 - 20 March

Product Partner, Chaintec, has booked a stand at IMHX 2013, the international materials and handling exhibition, this biennial exhibition is held at the NEC in Birmingham.

Any Product Partner planning to attend exhibitions who would like to discuss support from Donghua contact Bob Wellsbury: b.wellsbury@donghua.co.uk

High Performance Chain AVAILABLE HERE

We've recently produced point of sale materials for use in our Dealers' trade counters.

The pack includes:

- Counter Protectors
- Posters
- Leaflets
- Vinyl Window Stickers

Donghua Dealers, Eastern Power & RW Bearings, proudly show off the new kit at their premises.

To get your hands on POS kit contact: sales@donghua.co.uk



Roger, RW Bearings, points out that they supply High Performance Chain



PITCH IN <<<

If you'd like to have a say or simply want to let others know what you are up to, mail us at: chaintorque@donghua.co.uk

We reserve the right to amend, remove or refuse any copy & the Editor's decision is final. All articles for inclusion should be submitted via email with 'PITCH IN' as the subject. Photos required in: CMYK JPEG or TIFF format. Resolution: 300dpi.

